A method of rendering text on an output device using a pre-developed image of a custom font. An image file defines an image of a custom developed character set. The custom character set may be developed off-line using graphics development tools. Associated character information enables the location of specific characters within the image. When a text character is output to a display or other output device, a custom font module locates the text character within the image and defines a subimage that contains the text character. The subimage is rendered upon the output device, thereby producing an image of the text character.